

COLDWELL BANKER RESIDENTIAL BROKERAGE



Prepared Especially for:
Mr. and/or Mrs. Seller
I Specialize in Maryland
I Can Refer Anywhere in the World

For marketing the property located at:
Specializing in Maryland, Refer Anywhere

Prepared by:
Adam Heimbach
Agent
Coldwell Banker Residential Brokerage
170 Jennifer Rd Ste 102
Annapolis, MD 21401

Office: 410-224-2200 ext- 2667
Cell Phone: 410-212-4898
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Website: www.AnnapolisMarylandRealtor.com
Fax: 410-224-2258



Mr. and/or Mrs. Seller
I Specialize in Maryland
I Can Refer Anywhere in the World

I want to thank you for the opportunity to provide specific information on how Coldwell Banker Residential Brokerage offers the best in marketing, support services and real estate knowledge to sell your home. I appreciate the time spent reviewing the features of your home and outlining your financial goals and time considerations.

Our objective is simple. Market your home using techniques proven to attract qualified buyers, communicate market conditions, follow-up consistently with interested home buyers and finally, convert those prospective buyers into a closed sale on your home.

Please be assured you will receive competent and professional service when you select me and Coldwell Banker Residential Brokerage to represent you. We have represented many families in this area concluding transactions that realize maximum value in a reasonable time. I hope you will select me as your agent in this very important transaction.

This proposal includes a competitive market analysis that will assist us in determining the market value and pricing of your home. I hope the information included will confirm that I am best qualified to market your home.

Sincerely,

Adam Heimbach
Agent, REALTOR®



A MESSAGE FROM OUR PRESIDENT

The Importance of Broker Selection

Putting your property on the market is a business decision. It means selecting the right agent and company that will net you the most from your property. Our unique marketing strategies enable us to assist you in getting a higher price than our competitors. As an expert in market conditions, your Coldwell Banker® sales associate knows how to create the strongest position to sell your property and will also help you set a price that motivates buyers to take action.



As a Coldwell Banker Residential Brokerage customer, you will receive the benefits of innovative strategic marketing, the local expertise of award-winning sales associates, a worldwide network of over 3,100 offices with potential buyers and a tradition of over 106 years of service excellence.

Thank you for giving us the opportunity to discuss the sale of your home. I believe you will find Coldwell Banker Residential Brokerage is the right company to represent you.



Sincerely,

A handwritten signature in black ink, appearing to read 'D. Cottrill'.

Dean Cottrill
President, Greater Baltimore
Coldwell Banker Residential Brokerage

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COLDWELL BANKER® NETWORK STRENGTH

Our Coldwell Banker Heritage

- Established in San Francisco in 1906
- Recognized as the industry leader
- The most personalized service available today

Our Greater Baltimore Network

Coldwell Banker Residential Brokerage is a leading real estate company in Greater Baltimore.

- 25 sales and resort rental locations and nearly 1,150 sales associates
- Over \$1.87 billion¹ in closed sales volume
- Nearly 5,730 closed transactions¹

Our National and International Network

With a 94% brand awareness among consumers², Coldwell Banker is one of the most highly recognized names in the real estate industry today.

- Nearly 85,000 sales associates worldwide
- Over 3,100 sales offices in 51 countries, including 10 Canadian provinces

Coldwell Banker Residential Brokerage CARES Foundation

By giving back to the community through charitable contributions and volunteer support, we continue to demonstrate a commitment to the communities in which we live, work and play. When conducting business with a Coldwell Banker Residential Brokerage CARES Foundation member, you join us in our ongoing effort to fund charitable organizations in your own neighborhood.

1. 2011 Closed Sales Volume and Transaction Sides
2. Brooks Rose Supplemental Brand Awareness Study, 2011

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REACHING BUYERS AROUND THE WORLD

Coldwell Banker Relocation and Referral Network

- Offers broker-to-broker network connections with the nation's top real estate companies
- Provides contractual relocation assistance to 30 Fortune 50 companies



Cartus Relocation Services

Coldwell Banker's premier third-party relocation company represents more than 50% of the nation's relocation business, serving over 136,000 transferees annually.

- **Broker-to-Broker Services** – A network of selected brokers serving sales associates' needs anywhere in the U.S. and Canada
- **Affinity Relationships** – Contractual relationships with America's largest consumer benefit organizations
- **The Home Sales Network** – 750 European brokers sharing clients throughout the UK and 15 other countries



Member of FIABCI

The leading international real estate association worldwide with a network of 3,300 members in 60 countries, including a global federation of 100 national real estate associations.

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INTERNATIONAL NETWORK

Coldwell Banker® Opens Your Home to the World.

Knowing your buyer could be anywhere in the world, I offer my clients a strong combination of local expertise and international real estate connections.

Coldwell Banker Residential Brokerage is a member of FIABCI — the world's original real estate association. My business network connects me with over 3,300 members in 60 countries around the world. Through Coldwell Banker, I'm maximizing our powerful global network of over 85,000 associates at 3,100 offices in 51 countries.



In addition, my listings are displayed to over 15 million potential buyers every day on over 550 highly-trafficked websites.



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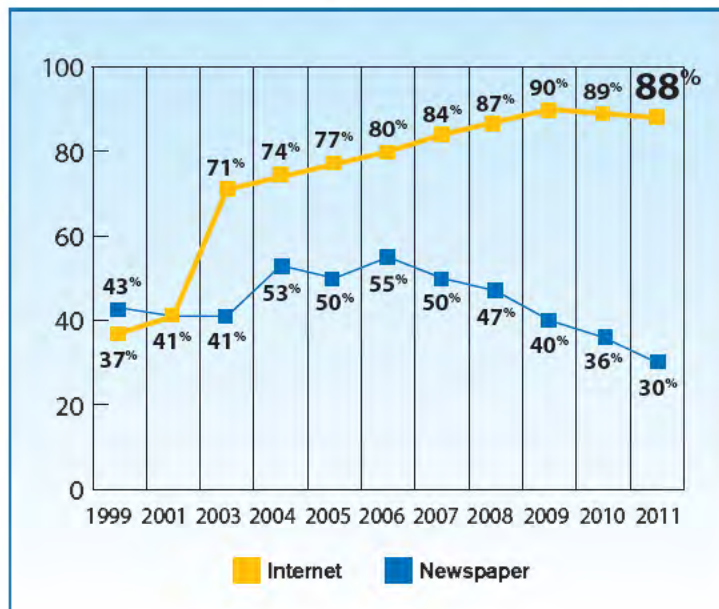
eMARKETING ADVANTAGE

Reaching the Online Homebuyers



Classified advertising no longer satisfies consumers' demand for detailed information, nor does it provide visual images.

Use of Media During Home Search Process*



Since 88% of home shoppers use the Internet as part of their home search*, a comprehensive online marketing program is an essential component in generating the greatest possible demand for your home.

*2011 National Association of REALTORS® Profile of Home Buyers and Sellers.

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LOCATION, LOCATION, LOCATION



[CBmove.com](http://cbmove.com)

Nearly 110,000 listings are displayed throughout Greater Baltimore, Annapolis and the Maryland/Delaware Beaches on CBmove.com, averaging 226,200 visitors per month¹, and formatted for smartphone.



coldwellbanker.com

Our nationally advertised website enjoys 2.1 million potential homebuyers among its monthly visitors². Formatted for smartphone, this site offers the “first-of-its-kind” iPhone® app available. According to Nielson and comScore Media Metrix, Coldwell Banker websites had the highest number of unique visitors among all national real estate brands for 2011.



coldwellbankerpreviews.com

This award-winning site features more than 15,000 luxury property listings, an exceptional home inventory that attracts affluent buyers from more than 100 countries worldwide³.

1. Google Analytics, February 2012
2. WebTrends, February 2012
3. Coldwell Banker Real Estate Corporation

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LOCATION, LOCATION, LOCATION (CONTINUED)



BaltimoreSun.com

BaltimoreSun.com is Maryland's #1 local news website, with an average of 1.3 million weekly readers in 2011.



FrontDoor.com[®]

4 million listings are displayed, exposing our properties to over 89 million households via HGTV.com, which attracts 5.2 million unique visitors.



HomeFinder.com

This site connects our listings with buyers and sellers via the local real estate sections of over 350 newspapers nationwide, and offers 2.2 million listings.



Homes.com[®]

Our homes are exposed to over 10 million monthly visitors.



IHT.com

Our homes and land are displayed in the upscale *International Herald Tribune's* Properties section, attracting 500,000 sophisticated readers in 160 countries.

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LOCATION, LOCATION, LOCATION (CONTINUED)



MSN® Real Estate

As part of MSN.com, which receives over 80 million monthly visitors, homebuyers are driven to view our listings on MSN® Real Estate.



NYTimes.com

Our residential listings are featured in the popular real estate section on NYTimes.com/GreatHomes, with over 45 million monthly page views.



OpenHouse.com

Our open houses receive maximum exposure, as 3.5 million properties are displayed via HGTV.com.



RealEstate.AOL.com

Our listings are exposed to the entire AOL online community of over 7.3 million potential buyers.



REALTOR.com®

All Coldwell Banker® listings are showcase enhanced listings. The National Association of REALTORS® website receives over 24.4 million visits per month, and is ranked #1 in minutes per visit¹.



Trulia.com

Your property listing will be enhanced on Trulia.com and link to nearly 17.6 million visitors referred by partner websites. Trulia.com links interested homebuyers directly to your property listing on CBmove.com.

1. Media Metrix reporting the average number of unique visitors to REALTOR®.com

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RESIDENTIAL BROKERAGE

LOCATION, LOCATION, LOCATION (CONTINUED)



WashingtonPost.com

This award-winning news and destination website boasts over 10 million monthly online visitors, engaging savvy buyers with easy to use searches, interactive maps and local real estate content.



WSJ.com

All listings over \$500,000 are delivered to the leading provider of business and financial news on the Web with over 14.5 million unique monthly visitors.



cn.WSJ.com

Our Previews® listings are posted on the China edition of the *Wall Street Journal*, reaching over 20 million monthly visitors.



Yahoo!® Real Estate

Your home's listing is specially enhanced on Yahoo!® Real Estate and reaches over 23.9 million monthly visitors with multiple photos, property details and more.



Zillow.com®

One of the most visited real estate websites and powerful consumer brands, Zillow averages 24.6 million monthly visitors and includes enhanced Coldwell Banker® property listings.

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A

Abington Mariner
Ad Express & Daily Iowegian
Advocate Press
Alexandria Town Talk
Allentown Morning Call
Allied News
Allston/Brighton
Allaboutthearea.com
Americantowns.com
Americus Times Recorder
Amesbury News
Anchorage Daily News
Andover Townsman
AOL® Real Estate
Arbutus Times
Argus
Asbury Park Press
Ashland TAB
Asheville Citizen Times
Athens Daily Review
Augusta Daily Gazette
Azcentral.com

B

Bakersfield.com
Baltimore Sun
Baltimore Messenger
Batesville Herald-Tribune
Battle Creek Enquirer
Beauregard Daily News
Bedford Minuteman
Belleville News Democrat
Bellingham Herald
Belmont Citizen-Herald
Beaufort Gazette
Benton Evening News
Beverly Citizen
Billerica Minuteman
Biloxi Sun Herald
Bluefield Daily Telegraph
Bourne Courier
Bowlinggreentimes.com
Bradenton Herald
Braintree Forum
Brandywine East Community News
Brandywine West Community News
Bridgewater Independent
Brighton-Pittsford Community Post

Brighton-Pittsford Post
Bristol Herald-Courier
Brookline TAB
Browardpalmbeach.com
Burlington Free Press
Burlington Union
BusinessRockford.com

C

Cambridge Chronicle
Cambridge TAB
Canton Journal
Cape Ann Beacon
Carmi Times
Carolinascw.com
Carolineprogress.com
Carver Reporter
Catonsville Times
Cedar Creek Pilot
Centre Daily Times
CBmove.com
cbs47.com
Charlottesville Daily Progress
Chelmsford Independent
Chicagotribune.com
Chickasha Express Star

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Chillicothe Gazette
Chinconteaque Beacon
Chronicle Herald
Citizentribune.com
Claremore Daily Progress
Classified Ad Network
Classifieds.urbantulsa.com
Cleburne Times Review
Clinton Herald
CNMoney.com
Cohasset Mariner
ColdwellBanker.com
ColdwellBankerPreviews.com
Columbiatribune.com
Comcast.net
Commerce Journal
Commercial News
Commonwealth Journal
Constitution Tribune
Contra Costa Times
Cooperstown Crier
Cordele Dispatch
Corsicana Daily Sun
Coshocton Tribune
Counton2.com
Country Gazette
Crossville Chronicle
cn.wsj.com (China) (Listings start at \$500K)
Cumberland Times News
Cwarkansas.com
Cyberhomes.com

D
Daily American
Daily Ledger
Daily Messenger
Daily Press
Daily Record
Daily Register/Eldorado Daily Journal
Daily Review Atlas
Dallasnews.com
Danvers Herald
Danville Register & Bee
Decatur Daily
Derry News/Weekender
Detroit Free Press
DirectHomes.com
Du Quoin Evening Call
Dunsmuir News
Duxbury Reporter

E
Eagle Gazette
East Bridgewater Star
Easton Journal
Edmund Sun
Effingham Daily News
El Paso Times
Elkvalleytimes.com
Elsberrydemocrat.com
Enid News & Eagle

F
Fairport-East Rochester Community Post
Fairport-East Rochester Post
Falmouth Bulletin
Farmside
FindAProperty.com
Firesideguard.com
FL.Living.net
Florida Today
Fonddulac
Fort Collins Coloradoan
Fort Lauderdale Sun Sentinel
Fort Myers News Press
Fox23.com
Fox23news.com
Fox3oonline.com
foxxansas.com
Framingham TAB
Fresno Bee
FrontDoor.com

G
Gainesville Daily Register
Gates-Chili Community Post
Gates-Chili Post
Georgetown Record
Glasgow Daily Times
Gloucester Daily Times
Gonzales Weekly Citizen
Goochlandcourier.com
Goshen News
Grand Traverse Herald
Grayson Journal Enquirer
Great Falls Tribune
Greece Community Post
Greece Post
Greensburg Daily News
Greenville Community News
Greenville Herald Banner
Greenville News
Grundycountyherald.com

H
Halifax/Plympton Reporter
Hamilton-Wenham Chronicle
Hannibal Courier-Post
Hanover Mariner
Hanson Town Crier
Harwich Oracle
Hattiesburg American
Hendricks County Flyer
Herald Times Reporter
Heraldchronicle.com
Herald Progress
Hermannadvertisercourier.com
Holbrook Sun
Holliston TAB
HomeFinder.com
Homes News Tribune
Homes.com
Homes-online.com
HometownAnnapolis.com
Hopkinton Crier
Howard County Times
Hudson Sun

I
Idaho Statesman
IHT.com
Inside Bay Area
Iowa City Press Citizen
Ipswich Chronicle
Irondequoit Community Post
Irondequoit Post
Ithaca Journal

J
Jacksonville Daily Progress
Jerseydevillhomes.com
Journal and Courier
Journal Star

K
Kansas City Star
KCRG.com
Kingston Reporter
Kirksville Daily Express & News
Knoxville Journal Express
Kokomo Tribune
kxly.com

L
Lakeville Call
Lansing State Journal
Las Cruces Sun-News

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Lasvegassun.com
Laurel Leader-Call
Laweekly.com
Lawyerstitle.blogspot.com
Leader
Ledger-Enquirer
Leesville Daily Leader
Lexington Herald-Leader
Lexington Minuteman
Life
Lincoln Journal
Lincolncountyjournal.com
Littleton Independent
Livingston Daily Press & Argus
Local12.com
Lockport Union-Sun & Journal
Loopnet.com
Los Angeles Times
Louisianapressjournal.com

M

Macon Telegraph
Malden Observer
Manchestertimes.com
Mankato Free Press
Mansfield News
Marblehead Reporter
Marion Daily Republican
Marlborough Enterprise
Marshfield Mariner
Marshfield News-Herald
Maryville Daily Forum
McAlester News-Capital
McCreary County Record
Medfield Press
Medford Transcript
Melrose Free Press
Miaminewtimes.com
Middletown Transcript
Milford Beacon
Mill Creek Community News
Mineral Wells Index
Moberly Monitor Index
Modesto Bee
Money.cnn.com
Monterey County Herald
Montgomery Advertiser
Montgomery Herald
Morehead News
Moulton Advertiser
Move.com

MSN.com
Mt. Vernon Register News
My Central Jersey
My.wickedlocalhomes.com
Myareanetwork.com
Myeyewitnessnews.com
Myfloridahomestore.com
Mytwichita.com

N

Natick Bulletin & Tab
Nbc13.com
Nbc17.com
Needham Times
Neosho Daily News
New Castle News
Newark Courier-Gazette
Newhavenleader.com
News
News & Advance
News Herald
News Journal
Newton TAB
Niagara Gazette
North Andover Citizen
North County News
North Jefferson News
North Shore Sunday
Northern Virginia Daily
Northeast Booster
Northernnecknews.com
NorthJerseryhomes.com
Northumberlandecho.com
Norton Mirror
Norwell Mariner
Norwich Bulletin
Norwood Bulletin
NYTimes.com

O

Observer & Eccentric Newspapers
Ocweekly.com
Old Colony Memorial
Olive Hill Times
Olympia Daily Olympian
OpenHouse.com
Orlandosentinel.com
Oshkosh Northwestern
Ottumwa Daily Courier
Ozarkshomehunter.com

P

Pacific Daily News
Palestine Herald-Press
Palladium Item
Patriot Ledger
Pauls Valley Daily Democrat
Pella Chronicle
Pembroke Mariner & Reporter
Penfield Post
Pensacola News Journal
Picayune Item
Plotnot.com
Post South
Poughkeepsie Journal
Press & Sun-Bulletin
Press-Downers Grove
Press-Elmhurst
Press-Gazette
Press-Glendale Heights
Pressofatlanticcity.com
Press-Weekly Citizen
Press-Wood Dale
Progress
Provincetown Banner
Pryor Daily Times

R

Raleigh News & Observer
Randolph Herald
Raynham Call
Realtor.com
Reno Gazette-Journal
Reporter-Downers Grove
Reporter-Lemon
Reporter-lisle
Republican-Batavia
Republican-Geneva
Republican-St. Charles
Richmond Register
Rochester Democrat & Chronicle
Rock Hill Herald
Rockford Register Star
Rockwall County Herald Banner
Rolla Daily News
Rolla Daily News Plus
Roslindale Transcript
Royse City Herald Banner
Rush-Henrietta Community Post
Rush-Henrietta Post
Rushville Republican

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S

Salem Gazette
San Jose Mercury News
San Marcos Daily Record
Sandwich Broadside
Santa Cruz Sentinel
Saugus Advertiser
Scituate Mariner
Seattleweekly.com
Seniorhousingnet.com
Sentinel-Standard
Sharon Advocate
Shelbyville Daily Union
Sherborn Press
Shrewsbury Chronicle
Siskiyou Daily News
Snapshot.trulia.com
Somerville Journal
Southwest Daily News
Southwesthomesnow.com
Spectator
Springfield News-Leader
St. Clair News Aegis
St. Cloud Times
Stanly News & Press
Star Courier
Star-Gazette
Star-Telegram
Statesman Journal
Stevens Point Journal
Stoneham Sun
Stoughton Journal
Suburban Life-Brookfield
Suburban Life-Countryside
Suburban Life-Darien
Suburban Life-Hinsdale
Suburban Life-La Grange
Suburban Life-Riverside
Suburban Life-Westchester
Sun News
Sun-Sentinel
Suwannee Democrat
Swampscott Reporter

T

Tahlequah Daily Press
Tallahassee Democrat
Tampa Tribune
Tampabay.com
Taunton Daily Gazette
Telegraph-Forum

Tewksbury Advocate
The Ada Evening News
The American
The Arizona Republic
The Arlington Advocate
The Bastrop Daily Enterprise
The Baxter Bulletin
The Beacon
The Beacon-Villager
The Bolton Common
The Branford News
The Cape Codder
The Community News
The Concord Journal
The Cullman Times
The Daily Advertiser
The Daily Citizen
The Daily Guide
The Daily Item
The Daily Journal
The Daily News Journal
The Daily News Leader
The Daily News of Newburyport
The Daily News Transcript
The Daily News Tribune
The Daily Southerner
The Daily Star
The Daily Telegram
The Daily Times
The Daily Tribune
The Daily World
The Danville News
The Des Moines Register
The Desert Sun
The Donaldsonville Chief
The Dover Post
The Du Quoin News
The Duncan Banner
The Eagle-Tribune
The Enterprise
The Evening News
The Examiner
The Fayette Tribune
The Fresno Bee
The Geneseo Republic
The Hartford Courant
The Harvard Post
The Haverville Gazette
The Herald
The Herald Bulletin
The Herald News

The Herald-Dispatch
The Herrin Spokesman
The Hillside Daily News
The Hingham Journal
The Holland Sentinel
The Huntsville Item
The Independent
The Indianapolis Star
The Island Packet
The Jackson Sun
The Jasper News
The Journal - Register
The Journal News
The Lancaster Times & Clinton Courier
The Land
The Leaf-Chronicle
The Lebanon Reporter
The Leeds News
The Marion Star
The Mayo Free Press
The Meadville Tribune
The Merced Sun-Star
The Meridian Star
The MetroWest Daily News
The Mexico Ledger
The Miami Herald
The Midwest City Sun
The Milford Daily News
The Moultrie Observer
The Muskogee Phoenix
The Nantucket Independent
The Newburyport Current
The News & Observer
The News Courier
The News Tribune
The News-Messenger
The News-Star
The News Tribune
The Newton Kansan
The Newton Record
The Norman Transcript
The North Attleborough Free Press
The Northborough/Southborough Villager
The Observer-Dispatch
The Olney Daily Mail
The Orange Leader
The Oskaloosa Herald
The Paper
The Pharos-Tribune
The Port Arthur News
The Post-Crescent

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The Pratt Tribune
The Press-Republican
The Randolph Guide
The Reading Advocate
The Record-Eagle
The Register
The Register Herald
The Register-Mail
The Reporter
The Repository
The Sacramento Bee
The Salem News
The Sentinel
The Sentinel Echo
The Shawnee News-Star
The Sheboygan Press
The Spectrum
The Star Beacon
The Star Herald
The Star Press
The State
The State Journal-Register
The Stillwater Newspress
The Suburbanite
The Sudbury Town Crier
The Telegraph
The Tennessean
The Tifton Gazette
The Times
The Times-Reporter
The Tribune Star
The Tribune-Democrat
The Union-Recorder
The Virginia Gazette
The Walpole Times
The Wayland Town Crier
The Weekly Mail
The Weekly Times
The Wellesley Townsman
The Weston Town Crier
The Wichita Eagle

The Winchester Star
The Zionsville Times Sentinel
Thecentralvirginian.com
TheNest.com
Thesunchronicle.com
Thisweeklive.com
Thomasville Times-Enterprise
Times Daily
Times Herald
Times Record
Times Recorder
Times Tribune
Times West Virginian
Times-Leader
Tonawanda News
Towson Times
Tri-City Herald
Tri-Town Transcript
Trulia.com
Tullahomanews.com
Turnto10.com
Tuttle Times

U

UniqueHomes.com
Utica Observer-Dispatch

V

Valdosta Daily Times
Vandalialeader.com
Victor-Farmington Community Post
Villagevoice.com
Vinton News
Virginia Gazette
Visalia/Tulare

W

Wakefield Observer
WallStreetJournal.com (Listings start at \$500k)
Wareham Courier
Washington Times Herald
Washingtonpost.com
Watertown TAB & Press

Waurika News Democrat
Wausau Daily Herald
Wayne County Outlook
Weatherford Democrat
Webster Community Post
Webster Post
Weed Press
Wellington Daily News
West Bridgewater Times
West Roxbury Transcript
Westborough News
Westford Eagle
Westminster Eagle
Westwood Press
Westword.com
Weymouth News
Whitman Times
whptv.com
Wilmington Advocate
wjactv.com
Wjtv.com
Wnct.com
wral.com
Woburn Advocate
Woodward News
Wrbl.com
wtov9.com

Y

Yahoo! Real Estate™
yourplaceforhomes.com

Z

zidaho.com
Zillow.com
Zilpy.com

1stdibs.com®
303area.com/real-estate
9wsyr.com

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TRIPLE THE EXPOSURE OF YOUR HOME ON THE WEB



Coldwell Banker's® industry-leading enhanced online branding ensures buyers worldwide see your property. In addition to our powerful network of 550+ websites, your property will be featured through an exclusive program on the most dominant high-traffic real estate websites.

- | **Featured or enhanced listings** on Trulia, Zillow®, Yahoo!® Real Estate, REALTOR.com®, MSN® and AOL — the websites where 90% of homebuyers begin their search.
- | Your home, with a detailed description and multiple photos, will be seen **three times more often** than it would without this enhancement
- | More views can **double buyer inquiries**
- | Leads are routed directly to your sales associate's cellphone

Our parent company, NRT, is the only national real estate brokerage with the strength to offer this exclusive online marketing strategy through Coldwell Banker Residential Brokerage.



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Fax: 410-224-2258



WE USE THE RIGHT INTERNET TOOLS TO SELL YOUR HOME

Since over 89% of home shoppers use the Internet as part of their home search, a comprehensive online marketing program is essential to generating the greatest possible demand for your home.

Coldwell Banker's® industry-leading technology presents your property to buyers worldwide. In addition to our powerful network of over 550+ websites that reach 15 million potential buyers daily, your property will now be featured in a virtual tour and online video, generating even more exposure for your listing.

Your virtual tour and personalized video will be featured on YouTube™ and other high-traffic sites, including CBmove.com, coldwellbanker.com, REALTOR.com®, Trulia, and Zillow. New video postings will move your listings up in Internet search engine results, and allow potential buyers with smartphones to view your property video anytime, anywhere!

Coldwell Banker Residential Brokerage uses the most innovative technology to expose your property to the largest global audience of potential buyers.



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Adam Heimbach

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AN INNOVATION LEADER



Smartphone and iPhone® Search Optimization

Coldwell Banker® continuously innovates, staying on the cutting edge of the real estate industry. We do everything possible to showcase your property most effectively. Coldwell Banker is the first national real estate brand to:

- Customize our site for smartphone screens
- Display listings on a GPS device
- Launch an iPhone app showcasing millions of our own international listings and international data exchange (IDX) properties in thousands of markets worldwide

LeadRouter™ Online Rapid Response



Every buyer lead that originates from all these websites goes directly to your sales associate's cellphone within seconds – connecting the buyer with a Coldwell Banker professional who best knows your home.



Video Home Showcasing on YouTube.com™

Coldwell Banker On LocationSM is the first dedicated video real estate channel on YouTubeTM.

The Coldwell Banker iPad® app pulls in property and agent videos into a real estate search for cities and countries across the globe. Also featured is a neighborhood ratings system powered by Yelp! – the premier city guide for area hotspots with input from users like you.

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Listing Sold Analysis – Greater Baltimore

** July 2012 **	<30 DOM	31–90 DOM	90+ DOM
% of Listings Sold LTM:	34.2%	25.2%	40.6%
SP/LP Ratio:	96.4%	92.5%	83.4%
Avg. Days on Market:	10	56	258



We rank #1 in Web Traffic to get your house sold **FASTER** and for more **MONEY** on average! Your listing receives maximum exposure to the **WORLD** through 550+ websites. In the month of July, consumers from 149 countries on 6 continents visited CBMove.com.

Top countries that received our listings in July:

1. United States
2. Canada
3. United Kingdom
4. Germany
5. India
6. France
7. Philippines
8. Italy
9. Mexico
10. China

Top states that received our listings in July:

1. Maryland
2. Virginia
3. Washington, D.C.
4. Pennsylvania
5. New York
6. New Jersey
7. Delaware
8. Florida
9. California
10. Texas

Coldwell Banker associates ***Know Your Neighborhood and Reach the World!***

Please note, the results above do not include the following deal types:

- New (4 units or less)
- New Construction
- To Be Built
- Vacant Land (5 or more units)
- Vacant lots (4 or less)

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RESIDENTIAL BROKERAGE

7 Deadly Sins of Overpricing

All real estate experts would agree that the best way to increase your odds of a successful sale is to price your home at fair market value. But, as logical as this advice sounds, many sellers are still tempted to tack a few percentage points onto the price to "leave room to negotiate." To avoid this temptation, let's take a look at the seven deadly sins of overpricing:

1. Appraisal Problems

Even if you do find a buyer willing to pay an inflated price, the fact is over 90% of buyers use some kind of financing to pay for their home purchase. If your home won't appraise for the purchase price, the sale will likely fail.

2. No Showings

Today's sophisticated home buyers are well-educated about the real estate market. If your home is overpriced, they won't bother looking at it— let alone make an offer. In fact, statistics show that you will receive a higher percentage of your list price if sold within the first 30 days of listing your property.

3. Branding Problems

When a new listing hits the market, every agent quickly checks the property out to see if it's a good fit for their clients. If your home is branded as "overpriced", reigniting interest may take drastic measures.

4. Selling the Competition

Overpricing helps your competition. How? You make their lower prices seem like bargains. Nothing is worse than watching your neighbors put up a sold sign.

5. Stagnation

The longer your home sits on the market, the more likely it is to become stigmatized or stale. Have you ever seen a property that seems to be perpetually for sale and wonder what's wrong with that house?

6. Tougher Negotiations

Buyers who do view your home may negotiate harder because the home has been on the market for a longer period of time and because it is overpriced compared to its competition.

7. Lost Opportunities

You will lose a percentage of buyers who are outside of your price point. These are buyers who are looking in the price range that the home will eventually sell for but don't see the home because the price is above their pre-set budget.

Most buyers look at 10-15 homes before making a buying decision. **Because of this, setting a competitive price relative to the competition is an essential component to a successful marketing strategy!**

Seller's Initials: _____/_____

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ONLINE RAPID RESPONSE SYSTEM— LEADROUTER™

With our proprietary online rapid response system, I have a compelling tool to ensure that every potential buyer for your property receives a fast, professional response. In the blink of an eye, a buyer can connect with me — the one sales associate who best knows your home and its unique selling features.

Here's how it works:

- A homebuyer sees a listing online
- They request additional information or a showing through the website
- I receive an alert instantly on my cellphone
- I am able to respond to the homebuyer within minutes



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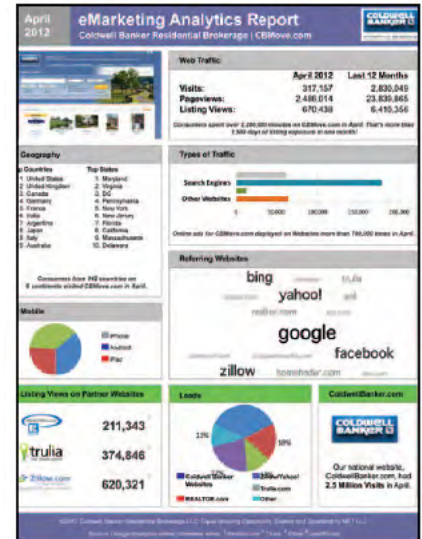


eMARKETING ADVANTAGE

Communication and Feedback

Web Traffic Report

Updated monthly, this report reflects overall traffic and visitors on CBmove.com, coldwellbanker.com and REALTOR.com®. Information includes types of traffic, countries of origin and referring sites.



Online Showing Report

Your sales associate may utilize our Online Showing Report System to provide you with the number of click-throughs or views your property receives on CBmove.com, coldwellbanker.com, REALTOR.com®, Trulia, Yahoo!® Real Estate, Zillow®, AOL, MSN® and many of our online partners. These reports can be produced weekly, monthly or by date range.



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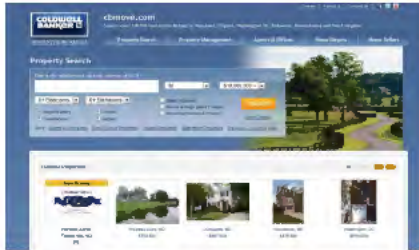


eMARKETING ADVANTAGE

July
2012

eMarketing Analytics Report

Coldwell Banker Residential Brokerage | CBMove.com



Web Traffic

	July 2012	Last 12 Months
Visits:	323,668	3,123,546
Pageviews:	2,393,970	24,811,026
Listing Views:	734,572	6,931,278

Consumers spent over 2,300,000 minutes on CBMove.com in July. That's more than 1,500 days of listing exposure in one month!

Geography

Top Countries

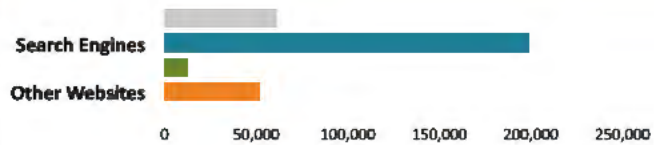
1. United States
2. Canada
3. United Kingdom
4. Germany
5. India
6. France
7. Philippines
8. Italy
9. Mexico
10. China

Top States

1. Maryland
2. Virginia
3. DC
4. Pennsylvania
5. New York
6. New Jersey
7. Delaware
8. Florida
9. California
10. Texas

Consumers from 149 countries on 6 continents visited CBMove.com in July.

Types of Traffic

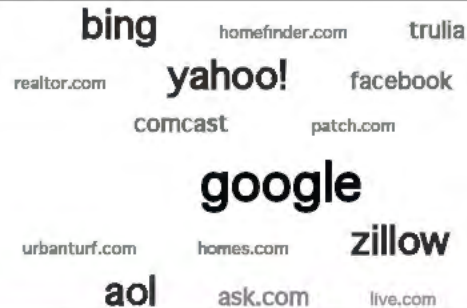


Online ads for CBMove.com displayed on Websites more than 870,000 times in July.

Mobile



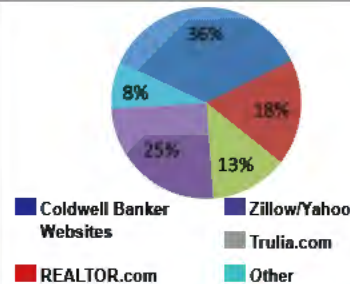
Referring Websites



Listing Views on Partner Websites

	232,438	1
	396,838	2
	746,338	3

Leads



ColdwellBanker.com



Our national website, ColdwellBanker.com, had 2.5 Million Visits in July.

©2012 Coldwell Banker Residential Brokerage LLC. Equal Housing Opportunity. Owned and Operated by NRT LLC.

Source: Google Analytics unless otherwise noted. ¹ Realtor.com ² Trulia ³ Zillow ⁴ LeadRouter

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RESIDENTIAL BROKERAGE

TARGETED ADVERTISING



National Brand Advertising

Our national advertising program generates 94%* consumer awareness for the Coldwell Banker® brand in households across America.

Local Brand Advertising

Coldwell Banker Residential Brokerage reaches local consumers on WBAL-TV consistently throughout the year, featuring numerous spots on popular programs such as *Channel 11 News*, *The Today Show* and *Dr. Oz*.

*Brooks Rose Supplemental Brand Awareness Study, 2011

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2012 COLDWELL BANKER MARKETING CAMPAIGN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TELEVISION												
ABC			The Middle., Suburgatory, Modern Family									
HGTV			House Hunters, Designed to Sell and more									
ESPN Baseball Tonight			Coldwell Banker Demo Field Sponsorship									
ESPN Programming			SportsCenter, MLB, NCAA Basketball, NBA Playoffs and more									
Cable Entertainment			TLC, TNT, USA Network, History Channel, Syfy and Discovery									
LXTV Open House												
LOCAL TELEVISION			WBAL-TV Channel 11									
WORLD WIDE WEB												
350+ Website Exposure												
CBmove.com												
coldwellbanker.com												
AOL Real Estate												
FrontDoor.com												
HomeFinder Network			Including over 140 newspaper sites									
Homes.com®												
IHT.com												
MSN Real Estate												
NYTimes.com												
On Location™ (Coldwell Banker's YouTube™ channel)												
OpenHouse.com												
REALTOR.com®			Including MSN & Move									
Trulia.com			Including over 80 powered sites like: Kiplinger.com, CNNMoney.com and Mortgages.com									
WSJ.com												
Yahoo!® Real Estate												
Zillow.com®			Including over 145 newspaper sites									
Search Engine Optimization												
Google			Including: Google.uk (United Kingdom), Google.ca (Canada), Google.de (Germany) and Google Latin America									
Yahoo!®												
ONLINE MEDIA TO SUPPORT COLDWELLBANKER.COM												
Display Banners												
Google Display Network												
netmining Network												
Search Engine Marketing			Google, Bing and Yahoo!®									
Mobile Marketing												
admob												
ONLINE MEDIA TO SUPPORT ON LOCATION™ CHANNEL												
YouTube™												
PREVIEWS INTERNATIONAL®												
coldwellbankerpreviews.com												
PrimeLocation.com (United Kingdom)												
FindAProperty.com (United Kingdom)												
UniqueHomes.com												
ExceptionalPropertiesOnline.com			Hosted on RobbReportCollection.com									
Istdibs.com®												
cn.wsj.com (China)												
PropGoLuxury.com (China)												
NEWSPAPER Local Classified Advertising												

The above outlines anticipated media activity and is subject to change. For the most up-to-date version of this calendar, please visit CBmedia.

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RESIDENTIAL BROKERAGE

YOUR REAL ESTATE TRANSACTION ONLINE



Our **HomeBaseSM** transaction management system is an exclusive online tool for accessing and reviewing your real estate sale or purchase. From start to finish, this Web-based system provides you with a safe and secure information and documentation platform.

Efficient and Easy to Use

- Important information and documents are uploaded and stored in the **HomeBase** system.
- With your personal online **HomeBase** account, forms, activities and services related to your sale or purchase can be viewed any time during your transaction.
- Upon closing, your documented transaction is stored in a permanent archive and remains available to you long after your sale has closed. This gives you the flexibility of retrieving documents for financial planning or tax season.



Highlights of HomeBase

- Track the progress of your home sale or purchase, including key dates and events, via convenient, secure 24/7 online access.
- View your documents from your computer or mobile device, during your transaction and after the closing.
- View your documents anytime, including your contract, addendums, price changes, inspection reports, survey, appraisals, disclosure statements and more.
- Keep in touch with your sales associate and exchange messages without extra phone calls.
- When you need a document after the closing – such as tax time, estate planning or your next home sale – your secure file is easily accessible 24/7.

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REAL ESTATE RESOURCES. A POWERFUL NETWORK.



Coldwell Banker Mid-Atlantic Title

Title insurance is a vital part of purchasing a home. **Coldwell Banker Mid-Atlantic Title** can provide you with a title policy that will guarantee the true owner of the property, and that there are no title defects or unknown liens, and defend the title if challenged.



Coldwell Banker Home Protection Plan

A **Coldwell Banker Home Protection Plan** provides that extra measure of security that builds buyer confidence and enhances the marketability of your home. It helps offset the high costs when problems occur to appliances and major mechanical systems you rely on every day.



Coldwell Banker Home Loans

With unsurpassed customer service and a full range of programs, **Coldwell Banker Home Loans** offers reliability, pre-approvals and same-day loan decision.



Coldwell Banker Concierge®

Coldwell Banker Concierge provides homeowners with an efficient, stress-free way to identify high-quality, reliable services associated with homeownership. Vendors, such as plumbers, movers, painters and many more, are all pre-screened. In addition, our online utility service allows you to arrange for gas, electric, phone, cable and Internet.

Online Utility Services

Coldwell Banker Concierge also offers change of address, utility connection and other home and move-related services through Online Utility Services. You can log on 24/7 and order utility connections via your computer, quickly and conveniently. You'll receive the guaranteed best price* on many of the available services.

*On select services. Not all services may be available in all areas.

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REAL ESTATE RESOURCES. A POWERFUL NETWORK. (CONTINUED)



NRT Insurance Agency, Inc.

NRT Insurance Agency offers our buyers and sellers a comprehensive portfolio of insurance products from an array of the nation's leading insurance carriers, such as Liberty Mutual, Travelers, MetLife, Hanover and more. Our size entitles us to favorable rates, thereby enabling us to provide you with as much as 15%* savings.



Property Management

Our property management team provides homeowners and investors with full property management services, offering a full menu of tenant screening, maintenance and leasing options. We also assist visitors with an exciting selection of vacation and annual rental properties. From condominiums and villas to homes and estates, we represent properties in all price ranges and destinations throughout the area.

We are building our rental inventory to meet the needs of our incoming visitors. If you are considering renting your property, our property management specialists will provide you with additional information.

* Reflects savings that will apply when insuring both home and auto with NRT Insurance Agency, Inc. as compared with rates that would otherwise apply. Actual discounts vary by state.

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COLDWELL BANKER PREVIEWS INTERNATIONAL®

Marketing Our Most Distinguished Luxury Homes

- Selling the world's most exclusive real estate since 1933
- Representing the "who's who" in business, entertainment and politics
- Coldwell Banker Previews International handles an average of \$70.1 million in luxury home sales every day*
- Previews® participated in over 13,500 transaction sides of million-dollar plus homes, in 2011*

Our Previews Property Specialists are trained and certified with successful track records in marketing and selling luxury properties.



- coldwellbankerpreviews.com
- ExceptionalPropertiesOnline.com
- UniqueHomes.com



*Data based on closed and recorded transaction sides of homes sold for one million dollars or more as reported by independently owned and operated affiliates in the Coldwell Banker® franchise system for the calendar year 2011. It should be used for comparison purposes only. Although Coldwell Banker Real Estate Corporation deems this information to be reliable, it is not guaranteed.

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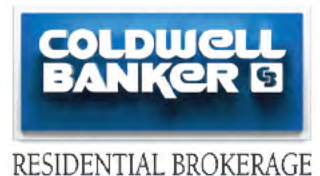
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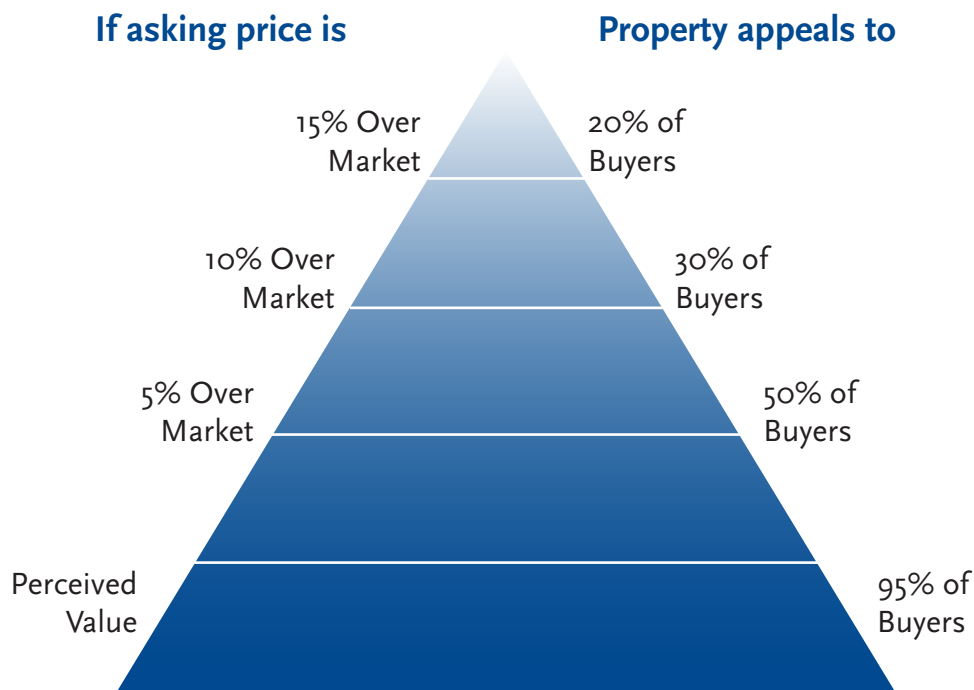
PRICING YOUR HOME TO SELL

You can only set the asking price. The buyers will set the sale price. The drawbacks of overpricing are numerous and rarely benefit you.

- Your property will generate the most interest among brokers and buyers when it first goes on the market – if it is priced competitively.
- Pricing too high and reducing later fails to generate as much activity. You may be “chasing” the market.
- If your home is out of a buyer’s price range, it becomes invisible to qualified potential buyers.
- Take a realistic, market-driven approach to determine the true market value – don’t allow personal feelings, beliefs or emotions to set the price.

If your asking price exceeds fair market value, the pool of potential buyers decreases dramatically.

Pricing your property competitively from the start will generate the most activity among brokers and buyers.



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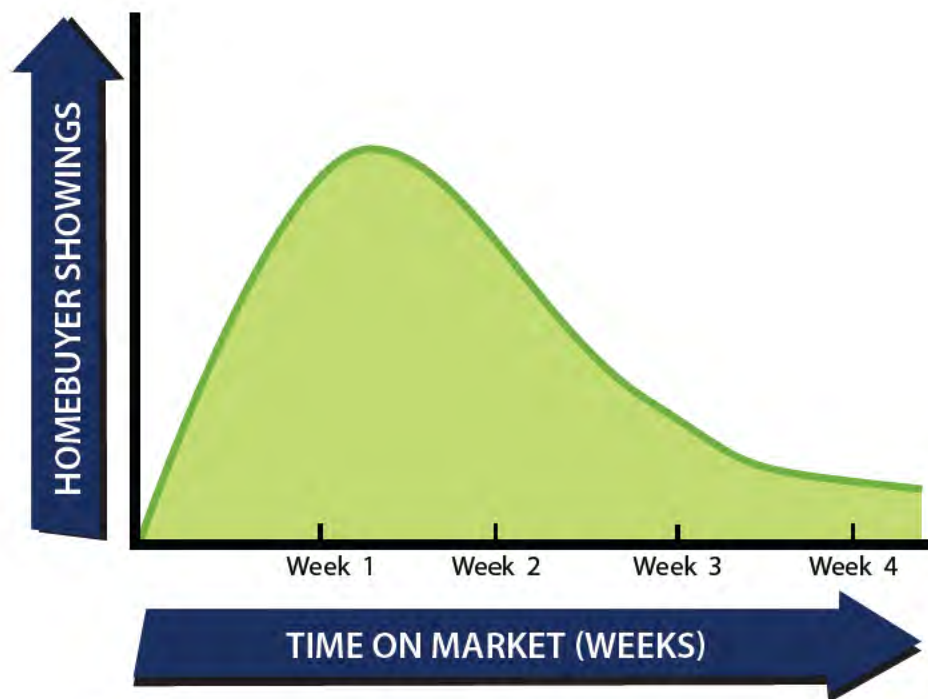
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BUYERS BUY WHEN THEY PERCEIVE VALUE



First 14 Days Are Most Critical

The largest pool of potential homebuyers wants to see your property within the first 14 days on the market. The number of qualified buyers decreases as the number of days on the market increases, so your home must create energy and excitement immediately.

Our sales associates are trained to help you properly position and price your property to sell as quickly as possible.

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DAYS ON MARKET AFFECT SELLING PRICE

		<u>Days on Market</u>	<u>Buyer's Perception</u>
	\$429,000	2	Must see
	\$429,000	30	Seller getting anxious and should be willing to negotiate
	\$429,000	60+	Why hasn't this house sold? What is wrong with it?

Buyers pay attention to how long a property has been on the market and their perception of the value of that home decreases every day. A home will usually sell at its highest price in the first days of exposure to the market.

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PRICING STRATEGY



PERCEPTIONS



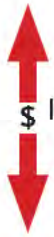
APPRECIATING MARKET (SELLERS' MARKET)

- Abundance of energy and no inventory (More buyers in the market)

DEPRECIATING MARKET (BUYERS' MARKET)

- Abundance of inventory and no energy (Fewer buyers in the market)

As asking price increases beyond "perceived" value, the number of potential buyers decreases dramatically.



THE REALITY

§ In a depreciating market, the same energy and environment as an appreciating market can be reached through competitive, aggressive pricing.

THE POWER OF PRICE POSITIONING



NO TRAFFIC
No Offers



SOME TRAFFIC
Possible Offers



HEAVY TRAFFIC
Multiple Offers

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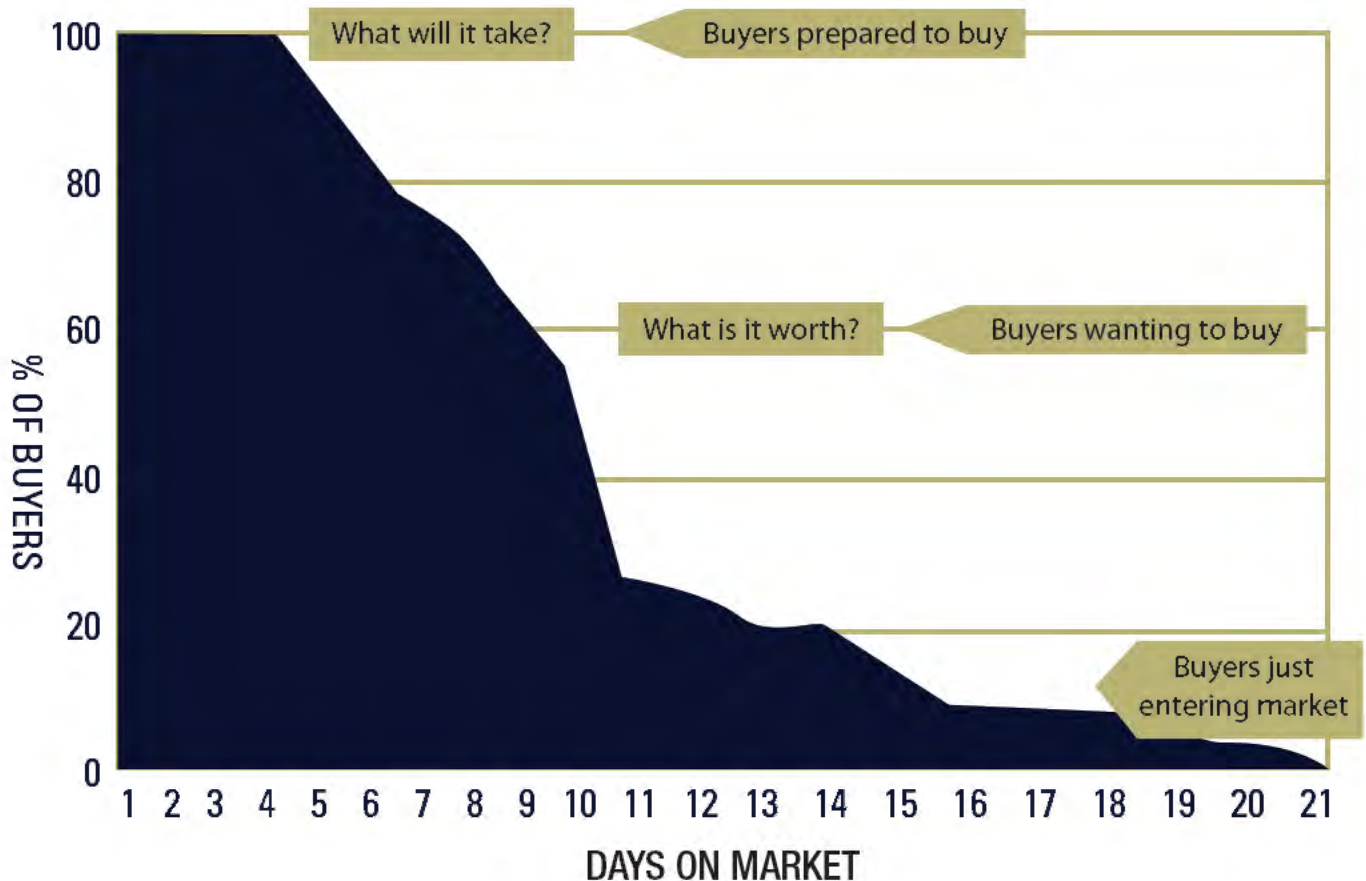


PRICING STRATEGY

STAGES OF THE BUYING PROCESS

This graph depicts the traffic that will preview local homes in the first 21 days on the market.

The buyers visiting your home in the first days were not attracted to your home by an advertisement. These are the buyers who answered ads 60-90 days ago in order to become today's seasoned purchasers. The buyers we see coming in after three weeks are new to the market and may not be prepared to purchase for another 60-90 days.



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STRATEGIC PRICING ANALYSIS

Marketing Plan of Action

First Week on the Market

- Enter listing into MLS system
- Install “For Sale” sign and lock box, if agreed
- Schedule property photos
- Review showing tips with the sellers
- Prepare property flyer/brochure
- Post multiple photos and property information to be featured on CBmove.com, coldwellbanker.com and REALTOR.com®
- Follow-up on any appointments/feedback with sellers by phone/letter
- 550+ websites will push your listing to over 145 countries and across 6 continents for maximum exposure

Second Week on the Market

- Invite Realtor® community to caravan/ brokers open house
- Place an ad in the Sunday/weekday newspaper
- Mail postcards to top sales associates
- Check Internet ad for photo (respond to Internet inquiries)
- Update seller on any changes in the status of comparables
- Follow up on any appointments/feedback with sellers by phone/letter

Third Week on the Market

- Hold Sunday open house
- Place ad in the Sunday/weekday newspaper (respond to Internet inquiries)
- Update seller on any changes in the status of comparables
- Follow up on any appointments/feedback with sellers by phone/letter
- Evaluate market conditions and discuss a possible price adjustment

Ongoing

- Reevaluate home condition and availability for showings
- Show property to prospects
- Respond to Internet inquiries
- Review price and condition based on associate input
- Follow up after every showing
- Sellers should not be present during showings

ASAP

- Try to “close” buyers and obtain an acceptable offer for your property

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SELLING IN WAYS OTHERS CAN'T

Creating "Curb Appeal"

"Curb Appeal" is the common real estate term for everything prospective buyers can see from the street that would make them want to turn in and take a look. Improving curb appeal is critical to generating traffic. While it does take time, it needn't be difficult or expensive, provided you keep two key words in mind: neat and neutral.

Neatness sells. New paint, an immaculate lawn, picture-perfect shrubbery, a newly sealed driveway, potted plants at the front door – put them all together and drive-by shoppers will probably want to see the rest of the house.

Hand in hand with neatness is neutrality. If you are going to repaint, use light, neutral colors. Keep the yard free of gardening tools and children's toys. Remember, when buyers look at a house, they are trying to paint a picture of what it would be like as their home. You want to give them as clean a canvas as possible.

Once your house is "For Sale," you can maintain your curb appeal by keeping the following in mind:

- Landscaping should enhance your property, not hide it. Trim shrubs and trees.
- Trim and edge the lawn and remove all debris.
- Weed the flower beds and plant seasonal flowers.
- Replace damaged paving blocks on walkways.
- The front entrance should sparkle! Scrub or paint if needed.
- Repair driveway and clean the garage. Keep the garage doors closed.
- A broken doorbell, creaky hinges, ripped screen, cracked windowpanes or chipped or peeling paint give signs of poor maintenance.



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SELLING IN WAYS OTHERS CAN'T (CONTINUED)

“Achieving Top Dollar” Checklist

You want to get the best possible price for your house, so start by making sure it looks its best, inside and out. The following checklist offers several easy things you can do to improve a buyer's first impression. While all the points may not apply to you, the process will help you develop an eye for the most attractive aspects of your house.

Before Showing Your Prospects

Exterior

- Repaint siding
- Repaint or touch up trim
- Repair/repaint gutters and downspouts
- Repair/repaint fences
- Seal driveway
- Remove oil stains from garage floor
- Wash all windows
- Remove all screens (windows look cleaner)
- Trim trees, hedges, shrubs
- Weed and feed lawn
- Remove all clutter (garden tools, toys, etc.)

Entranceway

- Check doorbell and exterior lights
- Replace welcome mat
- Repair/repaint storm door and/or front door
- Clear interior entry of all clutter
- Clear and clean out front hall closet

General

- Replace burned-out light bulbs
- Clear cobwebs from corners and doorways
- Wash light switches, hand rails and doorknobs
- Clear and clean all closets
- Add “welcoming” touches: potted plants, dried flowers, guest towels

Living/Dining/Family/Bedrooms

- Repaint or touch up walls and ceilings
- Repair/replace old moldings
- Shampoo carpet and/or wash and wax floors
- Remove excess or unattractive furniture
- Clean curtains, shutters, blinds
- Clean fireplace, mantle, shelving
- Replace old bedspreads
- Keep everything light and airy

Kitchen/Baths

- Clean or replace faucets and fixtures
- Repaint or repaper walls
- Thoroughly clean range/oven, refrigerator and other appliances
- Clear out and clean cabinets, drawers and medicine chests
- Remove clutter from countertops
- Clean or replace curtains
- Grout tubs and showers
- Replace old toilet sets and shower curtains

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SELLING IN WAYS OTHERS CAN'T (CONTINUED)

“Achieving Top Dollar” Checklist (Continued)

Before Every Showing

Exterior

- Pick up tools and toys
- Put garbage cans in garage
- Close garage door
- Park cars on street or around corner

Interior

- Clear off all counters and tabletops
- Turn on all lights
- Open shades and curtains
- Put soft music on stereo
- Give the house a pleasant aroma – fresh bread, fire in fireplace, etc.
- Set dining room table
- Make all beds
- Set thermostat at comfortable temperature

House & Community Information

- Paid utility bills
- Current property tax receipts
- Real estate listing sheet
- Floorplan (if available)
- List of upgrades you've put into the house
- Map and/or list of community features and points of interest
- Warranty information on appliances

Ask your sales associate to take a walk through your house and offer suggestions on how to make it show better. There's simply no better source of ideas for making a house more marketable. Before you list, give your house a bath – rent a gas-powered pressure washer.

Examples of how to dress your house to sell.



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FULL SERVICE BROKERAGE FEE



Marketing Side

Our marketing efforts create wide exposure to the public and the real estate community. Our strong negotiation represents your best interests and can help you net the most money for your property. With our full services, we manage the entire sale from the initial day on market to the day of closing. With your successful sale, the company and sales associate earn a portion of the fee, which is paid at closing.

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Sales Side

The company and sales associate that brings a qualified, acceptable buyer and coordinates the buyer responsibilities also earn a portion of your brokerage fee.



RESIDENTIAL BROKERAGE

THE REASONS WE AND/OR ONE OF OUR PARTNERS MAY CONTACT YOU:

1. Our sister company, NRT Insurance Agency, Inc., may contact you to offer a quote for home insurance. This is a great opportunity to **compare quotes so you can get the best coverage for your new home.**
2. We will invite you into the Realogy HomeBaseSM system, our secure online transaction management system, that allows you **24-hour access to the documents related to the sale of your home.**
3. Coldwell Banker Concierge[®] may send you an email with links to our online utility connections and approved licensed and bonded service providers. Our goal is to provide you with **easy and reliable access to services for your home.**
4. Coldwell Banker Residential Brokerage will email you a satisfaction survey. By completing this survey, you can **help us continue to improve our service.**
5. When you purchase a home from Coldwell Banker Residential Brokerage, a postcard will be mailed to you offering a **10% discount** on purchases and installation services from Lowes. We want to help you customize the look of your new home.

The fact that your home is for sale is typically public knowledge, and many service providers unrelated to Coldwell Banker Residential Brokerage may contact you to offer goods and services. We do not sell or provide your contact information to anyone outside of our company. If you are contacted by any company other than those listed above, please know they did not receive your information from Coldwell Banker Residential Brokerage.



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STEPS TO A SUCCESSFUL SALE



SUCCESSFULLY MARKET YOUR HOME

IMPLEMENT THE COLDWELL BANKER® POSITIONING & MARKETING STRATEGY

COLDWELL BANKER CONCIERGE®

STAGING TIPS
DRESS YOUR HOUSE FOR SUCCESS

DEVELOP A CUSTOM MARKETING PLAN

INSTALL COLDWELL BANKER YARD SIGN

HOME PROTECTION PLAN

EXPOSURE TO REAL ESTATE COMMUNITY VIA MLS & BROKER INSPECTIONS

“JUST LISTED” DIRECT MAIL CAMPAIGN

INCLUSION IN OUR OPEN HOUSE CAMPAIGN

LOCAL & REGIONAL ADVERTISING EXPOSURE

GLOBAL INTERNET EXPOSURE - YOUR HOME ON OUR WEBSITES 24/7

EXPOSURE TO EXTENSIVE RELOCATION & REFERRAL NETWORK



MANAGE THE SALE*

QUALIFYING THE BUYER

SELLER DISCLOSURE

NEGOTIATING THE OFFER(S)

SIGNING OF APPROPRIATE DOCUMENTS

ATTORNEY REVIEW

CONTINGENCY, FOLLOW-UP, INSPECTIONS, MORTGAGE DEPOSIT, ETC.

MORTGAGE APPROVAL

ALL CONTINGENCIES MET

FINAL BUYER WALK-THROUGH

CLOSING

AFTER SALE SERVICE VIA CONCIERGE SERVICES

*Please review with your Coldwell Banker Residential Brokerage sales associate the specific offer procedures, timing and required documentation applicable to your area.

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MARKET STUDY — INITIAL MARKET POSITIONING

I will provide you with current and historical market data and analysis to help you determine the critical price positioning of your home. You will see what buyers have been paying for similar properties recently, as well as the properties currently on the market that are not selling, so you can create a perception of value for the buyer pool. After an initial market position is determined, it will be reviewed every 14 days to determine whether repositioning is necessary.



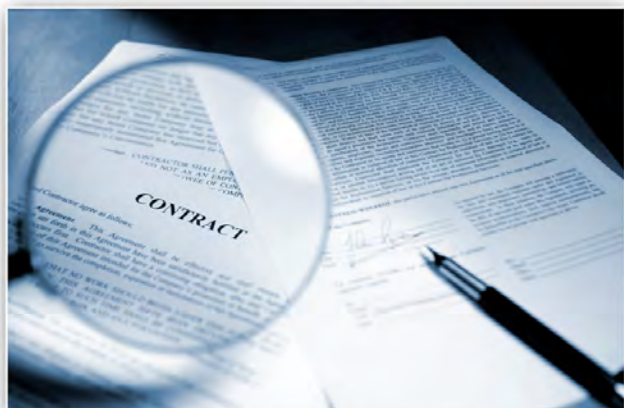
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SERVICES YOU WILL RECEIVE

We will:

- Help you determine the best selling price for your home.
- Suggest what you can do to get your home in top selling condition.
- Develop a strategy to show your home.
- Enter your home in the Multiple Listing System.
- Implement our custom marketing plan.
- Review progress with you periodically.
- Advise you of changes in the market climate.
- Present all offers to you promptly and assist in evaluating them.



- Monitor progress toward closing when a contract is accepted.
- Monitor the appraisal and buyers loan approval.
- Immediately advise you of events that may threaten closing.
- Coordinate and monitor the settlement process.

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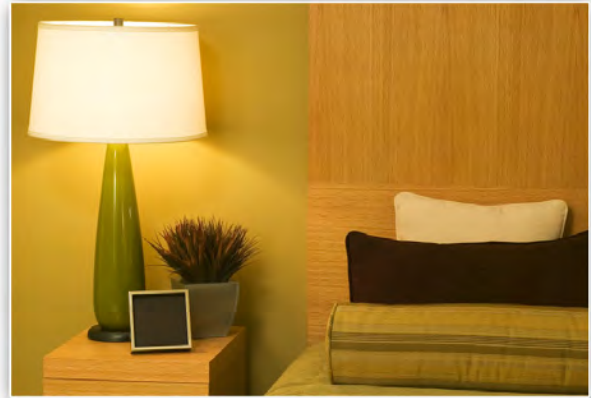


WHEN A SHOWING APPOINTMENT IS MADE

Agents from many real estate firms will want to show your home, so please allow them to show your home at the suggested time, if possible. If you are frequently unavailable, we can put a secure lockbox on your door. This will increase your odds for a sale by enabling more qualified buyers to see your home. You do not want to miss any potential buyers.

For every showing:

- Open all draperies and window shades during daylight hours.
- The kitchen and bathroom should sparkle.
- Open windows to circulate fresh air.
- Open all the doors between rooms to give an inviting feeling.
- Place fresh flowers on kitchen table and/or in the living room.
- If possible, bake cookies or bread to add an inviting aroma.
- Turn on all lights and replace bulbs with higher wattage bulbs where needed.
- Pets should be taken with you when you leave before the buyers arrive.
- All jewelry and small valuables should be stored in a safety deposit box or locked safe.
- Replace any items not included in the sale, or tag them appropriately with “to be replaced with...” or “not included” signs.
- Beds should be made and clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- Whenever you leave the house, please leave it as if you know it will be shown. You never know when the right person is coming!



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PREPARING YOUR HOME

Your home has just one chance to make a great impression with each potential buyer. And it can! The following "tricks of the trade" will help you keep track of what needs to be done. The whole idea is to present a clean, spacious, clutter-free home - the kind of place you'd like to buy. Accomplish a little every day, and before long, your home will be ready to create the impression that makes the sale.

Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter and toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls and walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture that is not in good repair
- Make sure pool and spa sparkle
- Replace old storm doors and windows
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell works

General Interior Tips

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean kitchen and bathroom floors
- Wash all windows, vacuum blinds and wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by donating or packing clothes and items you won't need again until after you've moved

- Remove extra furniture, worn rugs and items you don't use; keep papers, toys, etc. picked up - especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors that are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help visitors imagine entertaining here

Kitchen

- Make sure appliances are spotless inside and out, and are in perfect working order
- Clean on top of refrigerator and under sink
- Clean floor and countertops to a brilliant shine, clean baseboards
- Unclutter all counter space, remove small appliances
- Organize items inside cabinets, pre-pack anything you won't need before you move

Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping and dressing areas

Garage

- Sell, give away or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

Basement

- Dispose of unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent and air vent works
- Provide strong overhead lighting

When It's Show Time

- Have your property profile folder, utility bills, MLS profile, house location survey, etc. available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and put clothes away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Dispose of trash in neatly covered bins

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IN CONCLUSION

When you choose Adam Heimbach you will receive:

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of Coldwell Banker Residential Brokerage.

List Your Home Now with Adam Heimbach!



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